

Marketing

- golf contest
- weddings
- conferences
- spa & pool

"Good food and good service at a fair price"

7.(Our Story 1927-1956, 2020)

Customer service

"Take care of associates and they will take care of the customers."

J.W. Marriott

6.(Core Values & Heritage, 2020)

Zest Restaurant



- breakfast
- lunch
- dinner



Cast Iron Grill & Bar



light snacks and shareable plates

Food & Beverage department

- 2 restaurants
- room service
- conferences
- weddings



Conference & Banqueting

Conclusion

This is a small 4 star hotel, they are offering cater for more then 300 persons in the same time (wedding, conference), not counting the staff and the hotel guests, this is showing me the professionalism and how good the training of Marriott is.

References

1. <https://www.marriott.com/forestofarden/hotel/amenities.mi?cid=forestofarden&cid2=amenities>
 2. <https://www.marriott.com/forestofarden/hotel/amenities.mi?cid=forestofarden&cid2=amenities>
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 9. <https://www.marriott.com/forestofarden/hotel/amenities.mi?cid=forestofarden&cid2=amenities>
 10. <https://www.marriott.com/forestofarden/hotel/amenities.mi?cid=forestofarden&cid2=amenities>

CONTENT

- Marriott business history
- Forest of Arden Country Club
- Operations
- Conference & Banqueting
- Food & Beverage
- Cast Iron Grill & Bar
- Zest Restaurant
- Customer service
- Conclusion
- References

Marriott business history



- 1927 The Hot Shoppe
- 1937 Airline catering
- 1957 First motor hotel



Forest of Arden Country Club



The Forest of Arden Country Club



Forest of Arden Country Club

Forest of Arden Marriott Hotel & Country Club

Student : Feraru Mihai Stelian/1815329

Course:M4X01918
Lecturer Dr. Jazz



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Marriott business history



1.(Core Values & Heritage, 2020)

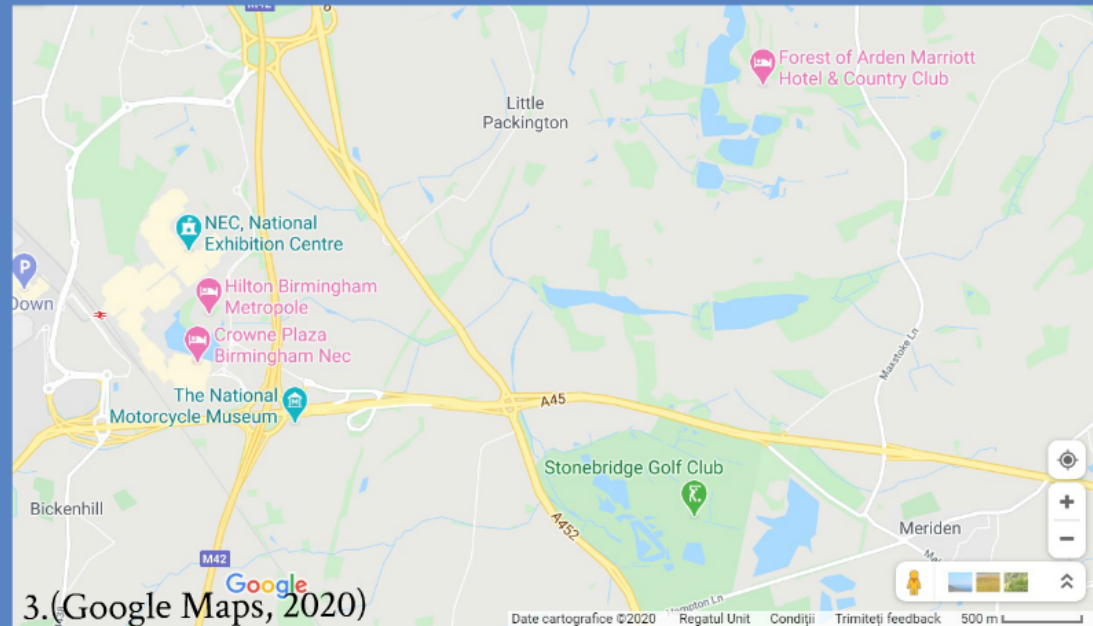
1927 The Hot Shoppe

1937 Airline catering

1957 First motor hotel

- 3.(Google Maps, 2020)
- The ancient forest
 - The Packington
 - The Country G

Forest of Arden Country Club



3. (Google Maps, 2020)

- The ancient forest of Arden
- The Packington estate
- The Country Golf Club



2. (The Belfry Golf)

Operations of Forest of Arden Marriott Hotel & Country Club

- housekeeping
 - front office
 - marketing
 - conference & banqueting
- human resources
- golf amenities
 - financial
 - facilities

Conference & Banqueting

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Food & Beverage department

- 2 restaurants
- room service
- conferences
- weddings





signature Cast Iron Burger

8.(Forest of Arden Marriott Hotel & Country Club - Cast Iron Bar & Grill - Birmingham, 2020)

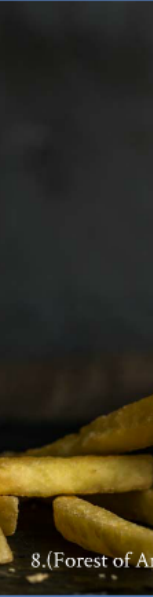


Cast Iron Grill & Bar

light snacks and shareable plates

Zest Restaurant

-breakfast
-lunch
-dinner



Customer service

A black and white portrait of J.W. Marriott, an elderly man with a receding hairline, wearing a suit and tie. The portrait is centered on the slide, overlaid with text.

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1. Marriott International. 2020. Core Values & Heritage. [online] Available at: <<https://www.marriott.com/culture-and-values/core-values.mi>> [Accessed 9 March 2020].
2. Ukgolfguide.com. 2020. The Belfry Golf Club In Warwickshire - UK Golf Guide. [online] Available at: <<http://www.ukgolfguide.com/the-belfry>> [Accessed 13 March 2020].
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